

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 492728 /		<u>Alt Order #</u> 06308330
<u>Product</u> D HELLER FOR SENATE		
<u>Contract Dates</u> 09/12/12 - 09/18/12		<u>Estimate #</u> 7584
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 09/07/12 / 09/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/12/12	09/14/12	Extra	M-F 7-730p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$300.00			
N 2	KVVU	09/17/12	09/18/12	Extra	M-F 7-730p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$300.00			
N 3	KVVU	09/15/12	09/15/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	2	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----2-				2	\$2,450.00			
N 4	KVVU	09/16/12	09/16/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1				1	\$1,925.00			
N 5	KVVU	09/16/12	09/16/12	NFL Early Game	NFL Early Game		:30			NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1				1	\$4,250.00			
N 6	KVVU	09/16/12	09/16/12	NFL Late Game	NFL Late Game		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1				1	\$4,500.00			
Totals											10	\$17,075.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/18/12	10	\$17,075.00	\$14,513.75
Totals	10	\$17,075.00	\$14,513.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!

SEP7/12 16.07

ADV #	ADV. NAME	POLI/D	HELLER/R/SEN/NV	REP. #	OFF. #	762	SALESMAN #
AGY # 1751	AGY. NAME	STRATEGIC MEDIA SERVICES		BUYER NAME	NETT. WILLIAMS		

AGY # 1751	AGY. NAME STRATEGIC MEDIA SERVICES	BUYER NAME NEIL WILLIAMS
3299 K. STREET NW, SUITE 200		SALES PRSN PH- TERESA DIFURTA

WASHINGTON, DC 20007

ORDER #	CONTRACT #	CLASS :	NATL.	LOCAT.	REGIONAT.
	6308330				

PRDCT D HELLER FOR SENATE EST#7584 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP12/12 SEP18/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			SEP7/12

REF: FCBSCF

FR NIKKI
NEW HELLER FOR SENATE ORDER
TOTAL \$17075
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEAN HELLER FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 7584												
1			700P-730P	30		\$300.00	9/12	9/14	3		W-F	3
PROGRAM : EXTRA CON COM1 : MAX1X DAY												
2			700P-730P	30		\$300.00	9/17	9/18	2		M-TU	2
PROGRAM : EXTRA CON COM1 : MAX1X DAY												
3			500P-800P	30		\$2,450.00	9/15	9/15	2		SAT	2
PROGRAM : PAC12 FOOTBALL												

REP HEADLINE# 6308330
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP7/12 16.07
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			900A-1000A	30		\$1,925.00	9/16	9/16	1		SUN	1
PROGRAM : NFL PREGAME												
5			1000A-100P	30		\$4,250.00	9/16	9/16	1		SUN	1
PROGRAM : NFL												
6			100P-400P	30		\$4,500.00	9/16	9/16	1		SUN	1
PROGRAM : NFL												
SEP/12			17075.00									
CONTRACT TOTAL												17075.00
TOTAL SPOTS												10

MARKET TOTALS \$65,673 KVVU 26% KSNV 29% KLAS 22% KTNV 17% KVMY 5% KVCW 1% CABL 0%
 KTUD 0%
 SVC- NSI
 DEMOS- RA35+*